RAG MAG

CONTAINING FULL PARTICULARS & PROGRAMME of

Uttoxeter Hospital Carnival

June 16th to 23rd, 1934.

PRICE—NOT LESS THAN THREEPENCE.

No. 733

TO KING ALFRED,

SOMEWHERE.

Your Majesty,

We thank you for your application to join our Staff but, after enquiries, we find that you are the gentleman who burnt the cakes so that we must decline to accept your services as one of our bakers, as people to-day don't like burnt cakes or biscuits.

We should just like to tell you that our trade is increasing month by month and that all our biscuits are made at our Bakeries situated in the beautiful DOVE VALLEY, under ideal conditions, and that only the purest of ingredients are used.

Again, we have no market for burnt biscuits and cakes, hence we cannot employ you.

Yours faithfully,

C. H. ELKES & SONS, LTD..

Biscuit & Cake Manufacturers.

DOVE VALLEY BAKERIES.

UTTOXETER.

P.S.—There is a Carnival here—June 16th to 23rd.

PROGRAMME

OF THE

Uttoxeter Hospital Carnival Week

SATURDAY, JUNE 16th, to SATURDAY, JUNE 23rd, 1934,

HELD IN AID OF

The North Staffordshire Royal Infirmary,
The Derbyshire Royal Infirmary,
The N.S. Cripples' Aid Society Orthopædic Hospital,
The Derbyshire Hospital for Women,
The Uttoxeter Nursing Association,
The Staffordshire General Infirmary, Stafford.

EDITORIAL.

NO matter what our attitude is towards party politics, religion, unemployment relief, modern commerce and industry, there is one thing at least, in which the opinion of the public is unanimous—Hospitals must be maintained at all costs. There are many who are prepared to debate the method of raising finance, but that is hardly the point ; some people will debate for ever, and in the meantime the Hospitals call for Funds.

Obviously it is a question for the individual—what can I do to help ? and the only possible answer is "GIVE." You may be able to give time or money, perhaps a little of both ; but whatever you give remember it is easy to give when you receive something in return, yet it is not what you give, but what you have left afterwards that counts. The trail of the Great Cause has been made by men and women who have given "until it hurt" in time and money.

We include in this publication full particulars of all the various events that are taking place, together with a few pages in lighter vein. One copy is not sufficient for any household. Each individual should have one of his or her own, and we suggest you send copies to your friends away. The price is 3d., but should you think that you have received more than value for money, a further donation towards our funds will be gratefully received and duly acknowledged.

FULL PROGRAMME OF EVENTS.

Thursday, June 7th ...	SPECIAL VISIT OF FODENS' BAND TO THE RACECOURSE at 7-0 p.m.
Saturday, June 9th ...	OPEN BOWLING HANDICAP—BAMFORDS' CLUB GREEN. OPEN BOGEY COMPETITION (Ladies and Gentlemen) GOLF COURSE, 2-30 p.m.
Thursday, June 14th ...	NOVICES GOLF EVENTS (Ladies and Gentlemen) GOLF COURSE, 2-30 p.m. until dark. CARNIVAL WHIST DRIVE, TOWN HALL, 7-15 p.m.
Saturday, June 16th ...	GRAND OPENING CEREMONY AND CROWNING OF THE CARNIVAL QUEEN at 2-30 p.m. on the Racecourse.
Sunday, June 17th ...	SUNDAY AFTERNOON CHURCH SERVICE IN THE PARISH CHURCH at 3 o'clock.
Monday, June 18th ...	BOXING TOURNAMENT IN THE TOWN HALL at 7-30 p.m.
Tuesday, June 19th ...	KNOCK-OUT CRICKET COMPETITION ON OLDFIELDS CRICKET GROUND at 6-30 p.m.
Wednesday, June 20th	OFFICIAL VISIT OF THE QUEEN OF THE CARNIVAL TO UTTOXETER MARKET, arriving at 12 noon.
Thursday, June 21st ...	BABY SHOW IN THE TOWN HALL at 3 p.m. SPECIAL CHILDREN'S EVENTS ON OLDFIELDS CRICKET GROUND at 6 p.m. GRAND CARNIVAL FANCY DRESS AND FLANNEL DANCE IN THE TOWN HALL at 8 p.m.
Friday, June 22nd ...	PUBLICITY TOUR of the Surrounding District.
Saturday, June 23rd ...	GRAND PROCESSION AND CARNIVAL commencing at 2-30 p.m. RAG DANCE IN THE TOWN HALL at 8 p.m.
Thursday, June 28th	SWIMMING GALA IN OPEN AIR BATH at 6-30 p.m.
Saturday, June 30th ...	TWENTY MILE ROAD WALK (Open).
Thursday, July 21st ...	OPEN AMERICAN MIXED DOUBLES TENNIS TOURNAMENT ON OLDFIELDS TENNIS COURTS, to commence at 2 p.m.

FOREWORD.

LADIES AND GENTLEMEN,

UTTOXETER HOSPITAL CARNIVAL WEEK, 1934

calling and appealing for your help and support.

Some little explanation is perhaps needed to our supporters who are not aware that a much bigger effort is being made. Previous Carnivals held for a number of years were on behalf of the Recreation Ground, but we felt that the time had arrived when our local Urban District Council could very well carry on with this responsibility. Further, our local Hospitals and Infirmaries were urgently calling for assistance and although the Town supported every effort for Hospital Charity that was organised in the Town, we were still a long way behind in giving in cash for what we received in Hospital and Nursing assistance. In fact, the Uttoxeter patients cost the various Institutions where they received treatment a sum of no less than £550 more than was actually received in donations, a state of affairs we could not tolerate any longer. A big effort was essential: a Carnival appeared the only way that a sufficent sum could be raised, but it had to be on a much bigger scale than anything previously held.

A Public Meeting was called and the support received gave your Committee confidence to go forward. We originally intended to raise at least a nett amount of £500; to support this, a subscription list was opened which now totals the magnificent sum of £350. The efforts this year which were organised prior to the Carnival have realised the nett amount of £150 making a total of £500 to date.

Ladies and Gentlemen, we enjoy working for this cause just as much as you appreciate supporting, but this appeared to be far too easy a method of raising the desired amount and the only way appeared to double the amount of our objective and aim at £1,000. This meant of course doubling every effort, the finding of ways and means in which more money could be raised and the getting into shape of a Carnival Week. We have done our best and we now place before you a Week of Festivities that is worthy of your 100% support.

In our every efforts up-to-date we feel that we can justly claim to have given you a variety of events and in every case full value for your money, it is now up to you to give of your very best. When you have need of Hospital treatment the Hospitals never let you down, it is up to you that you do not let them down. With your full support and good wishes we shall realise our objective and we shall go forward to another year with the endeavour to make Uttoxeter Hospital Carnival a day of days, and a week of weeks throughout the Midland Counties.

Thanking you, for and on behalf of the Executive Committee.

P. G. BRISBOURNE, *Chairman.*

On the Dole

THE "LOAF" YOU'LL NEVER TIRE OF:

ELKES' BREAD

MAKES BUTTER TASTE BETTER AND GO FARTHER.

WE ALL NEED BREAD, BUT **ELKES** FULFILS THE KNEAD.
THE BREAD THAT RISES TO THE OCCASION—

200 Loaves per Hour ! **4,800 Loaves in a Day ! !**
17,520,000 in Ten Years ! ! !

LOOK AT OUR CAKE LIST—
IT WILL SUIT YOUR TASTE !

GINGER CREAMS.
PRETORIAS.
CHOCOLATE CHEESE.
CREAM " (Hello Twins !)
ECCLES CAKES.
FAIRY CREAMS.
COKERNUT MACAROONS.
ALMOND SLICE .
" RINGS.
" FINGERS (Hurrah, Triplets !)

MARIZAN FRUITS.
SAUSAGE ROLLS.
FROG DUMPLING.
COTTAGE CAKES.
LAYTON AND JOHNSTON.
SLAB CAKE.
MADERIA.
GIBRALTA.
TURKEY RHUBARB.

W. E. ELKES,

HIGH STREET UTTOXETER.

Officials and Committees.

President—C. H. COWLISHAW, Esq.

Patrons—

RIGHT HON. COL. J. GRETTON, M.P. SIR PERCIVAL HEYWOOD, Bart., D.S.O.

Chairman—Coun. P. G. BRISBOURNE.

Hon. Financial Secretary	M. LONGSON, Esq.
Hon. Organising Secretary ..	Coun. S. H. ELKES.
Hon. General Secretary ..	Mr. P. T. OLDKNOW.
Bankers	WILLIAM DEACON'S BANK, LTD.
Hon. Auditors	BOURNER, BULLOCK & CO.

The List of Vice-Presidents will be found on Page 28.

Committees—

Crowning and Queens—
Chairman .. Mr. R. Land
Hon. Secretary Mr. P. Houlder

Gate Collectors—
Chairman .. Mr. H. J. Appleby
Hon. Secretary Mr. D. Yates

Procession—
Chairman .. Mr. A. McCann
Hon. Secretary Mr. H. Foulkes

Reception—
Chairman .. Capt. H. J. Bamford, C.C.
Hon. Secretary Mr. S. Babb

Street Collections—
Chairman .. Mr. P. S. C. Brisbourne
Hon. Secretary Dr. J. R. Oddie

Dance—
Chairman .. Mr. T. Brown
Hon. Secretary Coun. S. Lunnun

Grounds—
Chairman .. Coun. P. G. Brisbourne
Hon. Secretary Mr. T. W. Cheney

Publicity—
Chairman .. Mr. W. E. Elkes
Hon Secretary Mr. H. Cleland

Sports—
Chairman .. Mr. G. Green
Hon. Secretary Mr. E. G. Sherratt

Tournament—
Chairman .. Mr. Peter Ford
Hon. Secretary Mr. J. M. George

For lack of space we have to omit the names of those comprising the Committees who are supporting the above officials.

BUY A CAR & SPEND YOUR WEEK-ENDS ON THE OPEN ROAD.

YES—You might have done a few years ago and had experiences like these two poor beggars———But now

YOU MAY SEE

FRYER

—— AND ——

MAKE MOTORING A PLEASURE.

FRYER'S HAVE CARS TO SUIT ALL POCKETS———They'll sell you anything from a "Penny-farthing" to a "Rolls-Royce."

They're the Agents for :

Morris, Wolseley, Humber, Vauxhall, Austin, Triumph, Hillman, Lanchester, Singer, Riley.

A. J. FRYER & Co.,

DERBY ROAD, UTTOXETER.

AND TOWN DEPOT, WHITE HART YARD.

SATURDAY. JUNE 16TH.

Grand Opening and Crowning Ceremony

The Carnival will be officially opened at 2-30 p.m. on the Uttoxeter Racecourse, after which the

THE CROWNING OF THE CARNIVAL QUEEN

will take place.

THIS WILL BE A BRILLIANT AND SPECTACULAR EVENT THAT MUST NOT BE MISSED.

In honour of the Carnival Queen, numerous troupes of ————Dancers will perform. In addition———

GRAND VARIETY ENTERTAINMENT:

ROLAND AND BERT—Sensational Equilibrists, hand balancers and staircase acrobats.
OXO—Rhyl's Famous Carnival Clown.
CAPTAIN HAMMOND and his TRAINED ALSATIAN DOGS.
THE TWO STANLEYS, Comedy Acrobatic Knockabouts. AND OTHER ITEMS.

Also a Novel and Interesting
AMBULANCE DISPLAY by Uttoxeter and District St. John's Ambulance Corps.

Throughout the Afternoon selections will be given by the BURTON SILVER PRIZE BAND and UTTOXETER TOWN BAND.

Admission to Ground, 6d. **Admission to Stands, 6d. extra.** **Children Half-price.**
Gates open at 1-30 p.m.

A number of Reserved Seats can be booked prior to the day at 1/6, inclusive admission, Children Half-price, AT HARPER'S, HIGH ST., UTTOXETER.

SATURDAY NIGHT, June 16th, commencing at 7 o'clock A GRAND

PROCESSION OF QUEENS!

will take place through the town.

In addition to our own Carnival Queen and her Retinue the

THE N.S. ROYAL INFIRMARY QUEEN (MISS G. BENNETT)

and

"MISS STAFFORDSHIRE" (MISS JARVIS)

have graciously consented to be present.

CORRESPONDENCE.

OUR READERS' OPINIONS.

What's wrong with Uttoxeter ?

SIR,—Will you allow me a little of your valuable space in which to express my humble opinion on our beloved town. We are badly in need—I venture to think—of some sound form of social entertainment in the town. The golf club gives me the pip ; the Choral Society sends a lump to my throat ; the Uttoxeter Players is a nightmare ; and the Whist, Bridge, Dance and all the other Drives are nightmares squared. What we badly need is (*a*) a super-cinema, (*b*) a decent football ground, (*c*) an operatic society. What *can* I do with my money at the present time ? Where is the cause worthy of my filthy lucre ? I ask you !—*Furious.*

SIR,—May I complain, through your paper, of the hardness of the Town Hall seats. My Wife and I are always willing to support efforts in the Town Hall such as concerts, etc.—but the seats ! The last time I went, I had to eat my meals standing up for three days afterwards, and my wife dare not sit down in the bath. This is a very delicate subject, sir, and it catches my friends and myself in a very tender spot. Trusting my complaint will be received in the right quarter.—*Tip-up Seat.*

* * * * *

Carnival Dance.

SIR,—I was very much hurt after the last Carnival Dance. I made a special effort to get, yet though I sat in the room all the six hours I was never once asked for a dance. I think Uttoxeter young men are fearfully snobbish and I shall definitely not go to another dance there.—*Mother of Nine.*

Contributor's Note.

SIR,—Confound you, sir ! and to blazes with your journal. In your last issue you had the crass impertinence to leave out my article on "Bees and their ways" through lack of space. Confound your impudence, sir ! this is an outrage ! your rudeness leaves no further course open to me other than resigning from your staff. Understand, sir, that I consider your action as a preposterous piece of insolence, and I sever all connection with the confounded Carnival—*Bluster K. Poop-stick, Bart.*

Oh Yeah, you're telling me, sonny boy ! —*Editor.*

* * * * *

Personal.

MARY.—Can you ever forgive me. T'was I who made the mistake. Forgive, or I perish.—*W.*

* * * * *

LOST.—Between the Three Tuns and the Red Lion, on the 1st of June, a wallet containing £300 in notes ; 10/- reward.—*Box* 654.

* * * * *

Young man wants situation ; can do anything—answer telephone, bath baby, take lonely wife to a dance, wash pots or twist the Income Tax Collector.—*Box* 121.

* * * * *

A cat has been left £20 a year for life by an old lady. We understand it has had several offers of marriage already.

Uttoxeter's Queen of Carnival and her Ladies in Waiting.

THE QUEEN'S COURT.

Carnival Queen - - - *Miss EVA ROCK.*

LADIES IN WAITING.

Miss KATHLEEN COCKERSOLE.
Miss BETSY ROBERTS.
Miss KATHLEEN JARDINE.
Miss MAUD TOOTH.

Maids of Honour—

June Bailey, Marie Dale, Doris Gains, Eileen Moore
Gwennie Brough, Joan Foster, Joan Hollins, Margaret Moore.

Pages—

Margaret Bradley, Jean Ratcliffe.

Crown Bearer—Kenneth Ward. *Sceptre Bearer*—Cyril Brotherton. *Sword Bearer*—David Tavinder.

Talking of Suits—

DO YOU BULGE IN THE BOSOM AND HANG AT THE HIPS?

MORE, OH STOUT FELLA——DO YOU BUST WHEN YOU BEND?

WHETHER THEY ARE CHRISTENING, FETEING, MARRYING OR BURYING YOU——

YOU WILL FIND SUITABLE RAIMENT FOR THE OCCASION

AT

GEO. ORME & SONS. LTD.

RAPTUROUS!
ALLURING!
DIVINE!
SUPREMELY ELEGANT!
SUCH CHARM!
SUCH SHAPE!

That is how a Girl we know of described her young man's new Suit from Orme's.

AND FLANNELS! —*Oh, Boy!*
They're Marvellous!
Whites, Greys and Latest Shades.

AND THE LADIES! —
Clothes for every hour of the day (or night). For Shipping, Cruising — Courting — Hunting Farming or Carnivalling.

AND FOR HOLIDAYS —
Orme's Trunks and Cases will hold everything you need—and the Locks **will** fasten—and they will **not** let you down at the Railway Station!

LOOK YOUR BEST FOR CARNIVAL WEEK

and buy your togs from

HIGH STREET **ORME'S** UTTOXETER.

SUNDAY AFTERNOON SERVICE

JUNE 17th, AT 3 P.M.

A Special Service will be held in the Parish Church, and will be Conducted by

The Rev. W. E. CHARLTON, B.A.

This will be preceded by a PROCESSION which will assemble at the Wharf at 2-30 p.m., and will proceed by way of High St., Carter St., Balance St., Market Place to the Parish Church.

SPECIAL COLLECTIONS will be taken for the HOSPITAL CARNIVAL FUND.

A very hearty welcome is extended to everyone.

GIVING.

IT is easy to appeal to people's feelings when they have loved ones in Hospital, or are receiving Hospital or Nursing treatment themselves, but it is more difficult to do so when the sun is shining, and all is right with their little world. Only those who have been patients in Hospitals or who have visited friends in Hospital know and realise the great work for humanity which these Institutions do. When you have a mother, father, brother, sister, son or daughter or near relative lying dangerously ill in Hospital, and when only the skill of the Doctors and the tender care of the Nurses can save a life, you would give all your wordly possessions to have your loved one restored to health and strength. This is an appeal to you to help the loved ones of others, who at this moment are lying in Hospital, and who will in due course return to their family circle.

So that the Hospitals may be ever prepared to receive the sick and injured, will you give all you possibly can ? Every penny that rattles into the box will help to swell the total, and during this week we respectfully suggest that one and all make a little sacrifice. Give up something that you will have in the other 51 weeks of the year, and what you save put it in the box of the first collector you meet. Sacrifices of this kind can be big or they can be very small. What is a sacrifice to one means nothing to another, but if one and all give in proportion to their means that is all we ask.

Give and give again, until you really feel the giving, and until you can give no more.

WATT is OHM without ELECTRICITY?

LOOK WATT YOU SAVE!

MATCHES : TAPERS : CANDLES FIREWOOD : MONEY. EVERYTHING BECOMES CHEAPER. IT'S CHEAPER TO COOK, CHEAPER TO HEAT.

Electric Fires to fit all sizes of Room.

NO SPARKS! NO SHOCK! NO SMELL!

If you have an Electric Fan for Hot Weather you'll be wondering where Flies go in the Summer-time.

There's no match for Electricity!

Uttoxeter Electricity Department

TOWN HALL, UTTOXETER.

MONDAY, JUNE 18TH,

GRAND BOXING EXHIBITION

(Under A.B.A. Rules), will be held in the

TOWN HALL, at 7-30 p.m.

By kind permission of Capt. H. RAWLINGS, DERBY POLICE A.B.C. & UTTOXETER A.B.C.

The following will definitely appear :—

P.C. J. BRADBURY, Finalist Guards Championship, 1931-32.
P.C. S. SMITH, Finalist Midland Counties, 1934.
P.C. H. SMITH, Midland Counties Champion, 1932 and 1934.
P.C. S. DAVIES, Welsh Champion, 1933, Finalist Midland Counties, 1934.
G. R. STRETTON, Finalist English Schoolboy Championship, 1932.
G. BLOOR. J. RUTH. H. SHEPHERD.

M.C.—Capt. H. RAWLINGS, Chief Constable of Derby. **Prices of Admission—1/6, 1/- & 6d.**

PAINLESS EXTRACTION!

WANTED.

As large a number as possible of persons skilled in the art of painless extraction. On their willing and persevering co-operation will depend the financial success of the Carnival.

Collection Boxes and Collectors' Badges will be issued from the Town Hall.

Times and Dates as follows :—

Saturday, June 16th from 10 a.m.
Friday, June 22nd from 5 p.m.
Saturday, June 23rd from 10 a.m.

Collectors must not be under 16 years of age.

Full Boxes may be exchanged for empty ones whilst the procession is in progress. from the Collecting Van at the rear. Collecting Depots will also be provided at the Town Hall and on the Racecourse.

Don't be afraid to exchange your box when it gets heavy. Full records kept of all boxes returned.

Never let it be said that anyone went home with money in their pockets.

TUESDAY, JUNE 19th,

INTERESTING AND NOVEL

KNOCK-OUT CRICKET COMPETITION

On Oldfields Ground,

COMMENCING 6-30 P.M. **Admission - 2d.**

DO you know your North Staffordshire & neighbouring County of Derbyshire ?

Look out for full particulars of the

GREAT MOTOR TREASURE HUNT.

Can a man with a beard tell a bare-faced lie ?

PERHAPS NOT———

But anyone can tell **"BEAR BRAND" HOSIERY** a mile off. These Stockings draw attention to any leg, no matter what Shape or Shade. They Bear the Brand of Good Taste, ————and can only be obtained at————

BRISBOURNES, CARTER STREET, UTTOXETER.

"BEAR BRAND" STOCKINGS ARE BEST IN THE LONG RUN !

RYDERS know what's WATT !

They make "LIGHT" of your troubles and take the "IRE" out of Wiring.

WATT IS MORE, THEIR CHARGES WON'T SHOCK YOU.

If you can't stand the racquet of Tennis, visit **Ryders' Sports Department** and they'll "SERVE" you right.

CRICKET, TENNIS, SHOOTING, GARDENING, HOUSEKEEPING AND LUDO enthusiasts can all be dealt with to their satisfaction.

RYDERS (for Radio) — — High Street, Uttoxeter.

WEDNESDAY, JUNE 20TH.

Official visit of . . .

THE QUEEN OF CARNIVAL

TO

Uttoxeter Produce Market & Uttoxeter Smithfield Market, arriving at 12 o'clock.

THE QUEEN will be received by COUN. E. MORIN, J.P., Chairman of the Uttoxeter Urban District Council, COUN. T. REDDINGTON, J.P., Chairman of the Markets Committee and other Members of the Council.

THURSDAY, JUNE 21ST.

BABY SHOW

AT 3 P.M. IN THE TOWN HALL.

(*Open to a 10-mile radius of Uttoxeter*).

Class A Either sex, under 12 months.
Class B Either sex, under 2 years.
Class C Either sex, under 3 years.

DR. C. E. M. BLUMER, M.B., CH.B., F.R.C.S. (ED)., of Stafford, has very kindly consented to judge the entries.

First Prize in each class, goods to the value of £1 from advertisers in the Carnival programme, together with souvenir spoon.

Second Prize in each class, goods to the value of 10/- from advertisers in the Carnival programme, together with souvenir spoon.

Numerous other Special Prizes, also a Silver Cup for the best baby in the Show.

Entries will be accepted up to Saturday, June 16th. Entrance fee, 1/- each child, to be paid at time of entering. Entries can be made to :—

MRS. A. G. DAVIES, The Mount, Stone Road, Uttoxeter.
MRS. A. G. BAKER, Elveden, Dove Bank, Uttoxeter.
MRS. C. ATTWOOD, Hampton House, Dove Bank, Uttoxeter.

Uttoxeter's Greatest Crooner—

PAKEMAN'S ENGLISH CHEESE.

Some Cheese is Silent, out-topping knowledge. Pakeman's speaks for itself.
Guaranteed to drown your Neighbour's Loudspeaker (Wife, Baby or Wireless).

The Harmony of your Home can be further improved by adding TEA, COFFEE *and* BACON *to your Grocery List from this*

HOUSE OF QUALITY

PAKEMAN & CO.,

MARKET STORES, UTTOXETER.

Carnival Time!

Don't be "FRIGID" or Get your "(H)AIR" off——Be jolly and gay and go to

MORINS with a nice girl and try a nice CREAM ICE made with the very latest

FRIGIDAIRE ICE CREAM CABINET,

FROM

MORINS, THE KIOSK,
and CARTER STREET.

THURSDAY, JUNE 21st.

SPECIAL CHILDREN'S EVENTS.

The evening has been specially set aside for entertaining of the younger folk and an excellent programme of events will be held on **OLDFIELDS CRICKET GROUND** (by kind permission of the Uttoxeter Cricket & Tennis Club) commencing at 6 p.m.

Admission 2d.

INTER SCHOOLS SPORTS EVENTS.

(*Radius*—10 *miles*).	*1st Prize value*	*2nd Prize value*	*3rd Prize value.*
Boys' 80-yds. Flat Race (Hdcap.) under 11 years ..	5/-	3/-	2/-
Girls' 80 yds. do. do. ..	5/-	3/-	2/-
Boys' 100-yds. do. under 11 years ..	5/-	3/-	2/-
Girls' 100 -yds. do. do. ..	5/-	3/-	2/-
Boys' 60 -yds.Sack Race (Hdcap.) over 11 yrs.	5/-	5/-	2/-
Boys' 60-yds. Sack Race (Hdcap.) under 14 yrs.	5/-	3/-	2/-
Girls' 40-yds. Potato Race (Hdcap.) do. ..	5/-	3/-	2/-
Boys' Obstacle Race do. ..	5/-	3/-	2/-
Boys' & Girls' Slow Cycle Race do. ..	5/-	3/-	2/-
Girls' Balloon Race do. ..	5/-	3/-	2/-
Girls' & Boys' Three-legged Race do. ..	5/-	3/-	2/-
Boys' & Girls' 50-yds. Flat Race (Hdcap.) under 8 yrs.	3/-	2/-	1/-

All Competitors must be on their School Registers.

The Committee reserve the right to withdraw any prizes if insufficient entries are received.

Entry Fees—2d. for one or more events, including admission to the Ground.

Entries to be made to the Head Teachers and must be delivered before 5 p.m. on Friday, June 15th, 1934, to E. G. SHERRATT, "Westbourne," Springfield Rd., Uttoxeter.

DISPLAYS by the following Schools—HEATH COUNCIL—**Physical Training ;** ST. JOSEPH'S CATHOLIC—**Singing ;** BRADLEY ST. CHURCH OF ENGLAND—**Dancing.**

A Lancashire manufacturer had occasion to visit London, and told his London manager to meet him at Euston. When he descended from the train his manager was greatly upset at his appearance.

"Goodness gracious ! " he excalimed. "Whatever is the matter with you, sir. You're as white as a sheet. You'd better come and have some brandy."

" 'Ee, lad, I'm none too grand. Happen I'd better," agreed the manufacturer.

The manager gave him two glasses, but the effect was not marked.

"You still look very white, sir," he said. "What have you been doing ? "

"I expect it's the train," said the manufacturer. "It always affects me when I travel with my back to th' engine."

"But why didn't you ask somebody to change places with you. They would have done, if they'd known ? "

" 'Ee, I expect they would ; but, you see, there was nobody else in th' compartment."

Every Cloud has a Silver Lining, but

"CLOUD END" Curly-Cut Tobacco

is the Smoker's Paradise.

Every Puff, Every Draw, Every Swallow is a Delight.

COOL ? — As Cool as a Summer Fountain.
ENJOYABLE ? — As Enjoyable as a Summer Holiday.
CHEAP ? — 9d. an ounce. That's the Price—Value for Money.
WE'RE TELLING YOU !

Fill up your pipe and float on the cloud of satisfaction by Smoking "Cloud End"
from

WARRINGTON & SON, Market Place & High Street,
UTTOXETER.

YOU CAN DEPEND ON

MELIAS' QUALITY,

IT NEVER VARIES

(As the Man said gazing at his Barometer, which, incidentally did not come from Melias).

BEAUTIFUL BACON !
MARVELLOUS BUTTER !
LOVELY CHEESE !

You can't go wrong here—
IT'S THE GOODS !

MELIAS, LTD.,

High Street——Uttoxeter.

COME AND ENJOY YOURSELF AT

The Garden Fete

in the Charming Grounds of

"OAKHILL," TEAN,

in aid of the Personal Service League,

On Saturday, 21st July.

There will be

BANDS, ENTERTAINMENT, DANCING, COMPETITIONS AND REFRESHMENTS IN PLENTY.

On with the Dance, let joy be unconfined,
No sleep 'til morn, when Youth and Pleasure meet,
To chase the glowing hours with flying feet.

—Byron.

THURSDAY EVENING, JUNE 21st,

Grand Carnival Fancy Dress & Flannel BALL

IN THE

TOWN HALL,

8 TO 2 A.M.

SPECIAL ENGAGEMENT OF

ALEXANDER AND HIS "AMBASSADORS BAND."

Her Majesty the Carnival Queen

WILL BE WELCOMED AT 9 P.M.

EXHIBITION DANCING BY
MISSES LAVINIA AND BERYL DAINTON

AT 10 P.M.

All Carnival Novelties Hats, Streamers, &c., Provided Free.

Come in Fancy Dress—Come in Flannels—But in any case COME.

WE GUARANTEE YOU A GOOD TIME.

ADMISSION 2/-. Pay at the door. No Tickets.

GOODWIN'S
—FOR GOOD WINES.

Telephone - 197

"Since its establishment more than a century ago the house has steadily built up a reputation second to none for the good quality of its merchandise."

WINES—Empire and Continental Produce to suit all occasions (90% imported direct from growers).

SPIRITS—Sound and thoroughly matured Spirits only stocked. In addition to our own blends we hold a comprehensive stock of the best standard Proprietary Spirits.

WORTHINGTON, GUINNESS, BASS—at 5/- per dozen half-pints.

CYDERS—Evans', Gaymers', Ridlers', and Whiteways', in Flagons, half-pints and nips. ALES and CYDERS supplied in Casks at short notice.

MARKET PLACE, UTTOXETER. The house with a Tradition.

DAWSON'S CAFE.

FRESH CREAM, 4d., 6½d., 8½d., 10d., and 1/4 (in Cartons)

Kunzle Delicious Cakes and Frutamyn Cakelets always in Stock.

Having installed a "Hallmark" Electric Automatic Refrigerator we now make Ice Cream under absolutely hygienic conditions.

Parkinson's Pure Sweets.

The Best Makes of Chocolates always in stock.

TEAS A SPECIALITY.

52, BRIDGE ST., UTTOXETER.

The

Carnival Caterers

are——

The . . .
Nottingham Catering Co. (1912), Ltd.,

Refreshment Contractors,
44, Goldsmith Street,
Nottingham.

ON THE GROUND:

TEAS and REFRESHMENTS.
LICENSED BAR.

GRAND PUBLICITY TOUR

FRIDAY, JUNE 22ND.

WE intend to convey the glad tidings of Carnival to all the surrounding towns and villages, who perchance have not heard that to-morrow, Saturday, will witness one of the most magnificent and gorgeous Carnival Processions seen in the Midlands.

Four Convoys are being arranged, each one to be in charge of a Convoy Steward.

No. 1 will visit Tean, Cheadle, Longton, Fenton, Hanley, Burslem, Tunstall, Newcastle, Stoke and Stone, and all villages in the immediate line of route.

No. 2 will visit Rocester, Ashbourne, Derby, Mickleover, Etwall, and all villages in the line of route.

No. 3 will visit Abbots Bromley, Newborough, Lichfield, Burton-on-Trent, Tutbury, and all villages in the line of route.

No. 4 will visit Rugeley, Cannock, all Cannock Chase, Stafford, Weston, and all villages in line of route.

A start will be made at approximately **6 p.m.** from the TOWN HALL.

Cars will be provided. **All are Welcome.** **Come in Fancy Dress.**

IMMUNITY.

HUNDREDS of Collectors will be turned loose during Carnival Week. They will have received instructions to penetrate into every square yard of Uttoxeter and District. There are only two ways of avoiding their persistent efforts. One is to have your holidays during Carnival Week, and no respectable citizen would think of doing that unless he or she had no alternative, and then they would leave their Donation before they went. The other is to buy and wear an

IMMUNITY BADGE

which will carry you all through the week. The price is 2/6 each. If you are unfortunate enough to own a car, you will also need an Immunity Medallion to put on your windscreen. The price of these is 1/- each. A Badge and a Medallion can be purchased together for 3/-.

Tels.: Uttoxeter 44 — Ashbourne 22.

W. S. Bagshaw & Sons

AUCTIONEERS,
LAND AGENTS,
SURVEYORS &
VALUERS.

Uttoxeter, Ashbourne, & Derby.

Country Houses and Estates in the Meynell Country.

SATURDAY, JUNE 23rd, 1934,

THE "DAY OF DAYS"

for Uttoxeter and District. The Day on which all our hopes and efforts have been concentrated.

See that you do your full share by joining in the fun and helping everyone to have a good time.

Shake a free leg and put on a bright smile. To the children and younger people no encouragement is needed, to those of mature years—recapture for a day the spirit of youth and let us have no dull moments or dull skies.

. . . THE GRAND PROCESSION . . .

will leave Holly Road at 2-45 p.m., arriving on the Race-course at approximately 3-45 p.m.

Three distinct and continuous Programmes will be given on the Ground:—

RING 1. Judging of Jazz Bands and Entertaining Troupes.

RING 2. Judging of Best Entry in the Procession.
English Electric Morris Dancers.
Selections by Burton Silver Prize Band.

RING 3. Knock-out Junior Football.
Bicycle Polo Match.
Tug-of-War (Open).

Numerous Entertainments and Side Shows.

PRICE OF ADMISSION:—

One Price only to include all Events and Free Admission to Stands:—

ONE SHILLING. CHILDREN HALF-PRICE.

Obtain your Tickets beforehand, and avoid delay and loss of time at entrance.

If Tickets purchased before 8 p.m. on Friday, June 22nd—Price 10d., Children 5d.

Obtainable from all Members of the Committees or from TICKET OFFICE, TOWN HALL. Open Friday, 6 p.m. to 8 p.m.

UTTOXETER CHAMBER OF TRADE.

(Affiliated to the National Chamber of Trade).

IN connection with Carnival Week the Members of the Uttoxeter Chamber of Trade have organised a

Shop Window Spotting Competition

Between 80 and 90 Prizes will be offered, each prize being displayed in the Shop Windows of Members and indicated by a numbered ticket attached thereto.

Every Copy of this Programme bears a serial number and you are invited to inspect the shop windows and "spot" the prizes. If one of the prizes bears a number corresponding to the one on your copy of the programme you are entitled to that prize which will be handed over to you after June 23rd, 1934, on production of the programme at the shop exhibiting the prize.

Shop in Uttoxeter and make "Carnival Week" a "Shopping Week." A special shop window display will be made.

Shop Windows of Members taking part in this competition will be placarded so that you need not waste time in looking for prizes in any window not so placarded.

FRED LISTER,
President.

JOHN W. ELLY.
Hon. Sec.

ON THE GROUND.

ONE CONTINUOUS ROUND OF ENJOYMENT FOR OLD AND YOUNG!

Treasure Hunt.
Skittle Alley.
Race Games
Carnival Stall.
Hoop-La.
Cokernut Shies.
Table Tennis.
Aunt Sally.

And Numerous Others.

Special Visit for this day only of MADAME X, Palmistry and Character Delineation.

Book your Appointment. Your cannot afford to miss the advice of this wonderful artist.

CORINTHIAN BAGATELLE TOURNAMENT.

A Tournament to find the "Star" player of Corinthians will be held on the Race Course. Three Boards will be provided, competitors will be allowed **five balls for the price of one penny.** All Scores over 200 will be recorded. WINNER TO RECEIVE PRIZE VALUE 21/-. Highest Score on each Board will also receive a Prize.

GRAND TUG-OF-WAR TOURNAMENT (*Open*).

TEAMS OF SIX.————ANY WEIGHT.—

Entrance Fee—5/- per team which gives admission to the ground.

First Prize value £3. Second value £2.

All Entries to :—

J. M. GEORGE, 33, New Street, Uttoxeter.

KNOCK-OUT FOOTBALL COMPETITION.

For School Boys under 15 years of age.

(*Open to a 10 miles radius*).

Teams of Seven—Strictly limited to 16 teams.

Entries must be received before June 16th. Each Game lasting 10 minutes. Winners declared on points.

THREE HOURS THRILLING FOOTBALL.

All arrangements in charge of Sports Cttee,
E. G. SHERRATT, *Hon. Sec.*

THE THRILLING EVENT WILL BE THE

CYCLE POLO MATCH.

Timed to Start at 5-30 p.m.

DON'T MISS THIS.

J. CAPEWELL, *Hon. Sec.*

FEEDING THE CROWDS.

Teas, Refreshments and Licensed Bar will be Provided by the NOTTINGHAM CATERING Co., Ltd. PERCENTAGE OF PROFIT TO THE CARNIVAL FUNDS.

A MONSTER CARNIVAL DANCE

will be held in

The TOWN HALL ON SATURDAY EVENING,
from 8 to 11-55 p.m.

MUSIC BY THE DENZA BAND. **ADMISSION - TWO SHILLINGS.**

PAY AS YOU ENTER AND COME EARLY IF YOU WANT TO GET IN.

During the Evening, at approximately 10 p.m., the DRAW FOR THE MORRIS CAR will take place. Draw to be made by the Carnival Queen.

GRAND PROCESSION—SATURDAY, JUNE 23rd.

SCHEDULE OF PRIZES.

A **Manufacturers' or Tradesmen's Vehicle**
Horse Drawn or Motor (Open)
1st Prize £2 ; 2nd, £1 ; 3rd, 10/-.

B **Tradesmen's Vehicle**
Horse Drawn or Motor (Local)
1st Prize, £2 ; 2nd, £1 ; 3rd 10/-.

C **Best Tableau on Vehicle**
(Open to surrounding villages) any subject.
1st Prize £2 ; 2nd, £1 ; 3rd 10/-.

D **Best Tableau on Vehicle**
(Open to groups of boys or girls, or mixed, attending Elementary or Sunday Schools in Uttoxeter or District).
1st Prize £2 ; 2nd, £1 ; 3rd, 10/-.

E **Most Artistic Tableau on Vehicle** (open)
1st Prize £2 ; 2nd, £1 ; 3rd 10/-.

F **Most Humorous Tableau on Vehicle** (open).
1st Prize £2 ; 2nd, £1 ; 3rd, 10/-.

G **Entertaining Troupes** (Juveniles)
Boys, Girls or Mixed Troupes, 15 years and under. Minimum number of performers—16.
1st Prize £4 ; 2nd, £3 ; 3rd, £2 ; 4th, £1

H **Entertaining Troupes** (Adults)
Ladies, Gents. or Mixed Troupes. Minimum number of performers, 16
1st Prize, £8 ; 2nd, £6 ; 3rd, £4 ; 4th, £2

J **Jazz Bands**
Prizes will be awarded for Dress, Rhythm and Deportment.
1st Prize £8 ; 2nd, £6 ; 3rd £4 ; 4th, £2
Consolation Prize of £1 to each unsuccessful troupe whose entry is received on or before June 16th.

K **Best Decorated Cycle, Motor Cycle or Pram.**
1st Prize £1 10s., 2nd, 15/-, 3rd, 10/-.

L **Best Matching Couple** (Lady & Gent.)
1st Prize £1 10s. ; 2nd, 15/- ; 3rd, 10/-.

M **Best Group** (Adults)
1st Prize, £2 ; 2nd, £1 10s. ; 3rd, 15/-. ; 4th, 7/6.

N **Best Original Character** (Lady)
1st Prize £1 ; 2nd, 10/- ; 3rd 5/-.

O **Best Original Character** (Gent.)
1st Prize £1 ; 2nd, 10/- ; 3rd 5/-.

P **Most Humorous Character** (Lady)
1st Prize £1 ; 2nd, 10/- ; 3rd, 5/-.

Q **Most Humorous Character** (Gent.)
1st Prize £1 ; 2nd, 10/- ; 3rd, 5/-.

R **Best Walking Advertisement** (Lady or Gent.)
1st Prize £1 ; 2nd, 10/- ; 3rd, 5/-.

S **Best Character Group Walking** (Boys and Girls)
1st Prize £1 ; 2nd, 15/- ; 3rd, 10/- ; 4th, 5/-.

T **Best Decorated Cycle, Toy Car or Pram** (Boy or Girl)
1st Prize £1 ; 2nd, 10/ ; 3rd, 5/-.

U **Best Original Character** (Girl under 14)
1st Prize 10/- ; 2nd, 5/- ; 3rd, 2/6.

V **Best Original Character** (Boy under 14)
1st Prize 10/- ; 2nd, 5/- ; 3rd, 2/6.

W **Most Humorous Character** (Girl under 14)
1st Prize 10/- ; 2nd, 5/- ; 3rd, 2/6.

X **Most Humorous Character** (Boy under 14)
1st Prize 10/- ; 2nd, 5/- ; 3rd, 2/6.

Y **Best Walking Advertisement** (Girl or Boy under 14)
1st Prize 10/- ; 2nd, 5/- ; 3rd, 2/6.

Z { **Highest Amount Collected** (Lady)
1st Prize 10/- ; 2nd, 5/-.
Highest Amount Collected (Gent.)
1st Prize 10/- ; 2nd, 5/-.

To qualify for prize a minimum of 10/- must be collected, and collectors must be in Fancy Dress.

In addition to the above awards in Class J (Jazz Bands) a Ten Guinea Silver Challenge Cup has been given to be known as the **Dove Valley Challenge Cup for Jazz Bands** and to be competed for annually at the Uttoxeter Hospital Carnival.

The "BUNTING" Silver Challenge Cup will be awarded for the best entry in the procession with the exception of classes G, H, J & Z. The judging will take place on the Race Course immediately after the procession has arrived. To save time will Prize Winners in all classes please line up together when instructed by the Stewards in charge of their class.

Rules and Information for Competitors.

1. All Entries are FREE.
2. Entry Forms must be returned on or before Saturday, June 16th, 1934. **No entry accepted after this date and no entry will be judged unless appearing in the printed programme.**
3. The Committee reserve the right to exclude any Objectionable Entry.
4. The Committee reserve the right to withhold prizes if insufficient entries are received, but may award extra prizes if entries are numerous.
5. Competitors will be judged on Originality, Execution and Detail.
6. Competitors must report to the Stewards at Holly Road not later than 2 p.m. Judging will commence at 2-15 and the procession will move off at 2-45 prompt.
7. Vehicles in every case mean either Motor Drawn or Horse Drawn.
8. All Horse-drawn Vehicles must be accompanied by two men.
9. No Cycles are to be ridden in the procession unless the make-up of the character or combination make it necessary.
10. Competitors must keep the Order of the Procession as instructed by the Stewards in charge.
11. The Judges' award will be Final in each case.
12. All Competitors must take part in the Procession.
13. Competitors can only compete in One Class.
14. All Prize Winners must apply to Secretary's Office on the Race Course, after 5 o'clock, for Prize Money.
15. Dressing Accommodation will be provided at the Town Hall.
16. First Prize Winners in all Classes excepting "G," "H," and "J," will parade on the Course for the **CHAMPION PRIZE—The "Bunting" Silver Challenge Cup for the Best Entry.**

To Morris Dancers and Entertainment Troupes.

17. All Dancing in the Procession must be Progressive, and when the procession moves after various halts, Troupes must move forward immediately.
18. Judging in Classes "G," "H," and "J" will take place on the Racecourse.

ENTRY FORMS must be returned to H. FOULKES, Hon. Sec. Procession Committee, Eaton Cottage, Uttoxeter.

VICE-PRESIDENTS' LIST.

THE Committee desire to publicly acknowledge the most generous gift of £100 received from MISS BENWELL and also to gratefully acknowledge subscriptions from the following Ladies and Gentlemen, and Business Houses, who by their generosity guaranteed the financial success, and made possible this Week of Carnival :—

MISS ABUD
P. ALLPORT, ESQ.
W. ALLPORT, ESQ.
H. ALLSOP, ESQ.
JOHN AMERY, ESQ.
AMIES LTD.
T. H. AMSON, ESQ.
A. R. ATKEY & CO., LTD.
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W. BABB, ESQ.
J. S. BAGNALL, ESQ.
R. S. BAGNALL, ESQ.
MAJOR T. V. BAGSHAW
G. F. BAGSHAW, ESQ.
W. R. BAGSHAW, ESQ.
JOS. BAMFORD, ESQ.
ROBERT BAMFORD, ESQ.
H. B. BAMFORD, ESQ.
CAPT. H. J. BAMFORD
CYRIL BAMFORD, ESQ.
MRS. S. B. BAMFORD
MRS. C. BAMFORD
A. J. BARKER, ESQ.
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T. BENTLEY, ESQ.
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BOOTS CASH CHEMISTS, LTD.
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MRS. BRISBOURNE
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MESSRS. BYATT & SON
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J. COPE, ESQ.
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DR. C. J. COVENTRY
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C. A. DAVIES, ESQ.
DERBY CO-OPERATIVE SCY., LTD.
J. C. DEVILLE, ESQ.
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E. DOBBINS, ESQ.
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J. ECKERSLEY, ESQ.
GEORGE EDWARDS, ESQ.
S. H. ELKES, ESQ.
W. E. ELKES, ESQ.
ROWLAND FORD, ESQ.
PETER FORD, ESQ.
R. H. FORD, ESQ.
MISS FORD
DR. H. FOXTON
E. FORSHAW, ESQ.
JAMES FRYER, ESQ.
A. J. FRYER, ESQ.
RT. HON. COL. J. GRETTON, M.P.
A. M. GRIFFITHS & SON, LTD.
G. R. HANKINSON, ESQ.
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SIR G. PERCIVAL HEYWOOD, BART., D.S.O.
F. F. HAWTHORN, ESQ.
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MACFIE & SONS, LTD.
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T. W. ORME, ESQ.
J. W. PRICE, ESQ.
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SALTER & SALTERS (1900) LTD.
C. P. SMITH, ESQ.
G. STEWART, ESQ.
G. SURTEES, ESQ.
C. THORLEY, ESQ.
F. TIPPER, ESQ.
TRENT MOTOR TRACTION CO., LD.
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JOHN WALKER, LTD.
MESSRS. WARD & GODBEHERE
E. A. WILKINS, ESQ.
F. W. WOOLWORTH & CO., LTD.
WYLES BROS., LTD.
WILTS. UNITED DAIRIES, CO., LTD.

Several Subscriptions have come to hand since the above went to press for which we desire to express our many thanks.

The Total Amount received has reached the magnificent sum of £360.

The Committee will be very pleased to receive any further donations from those who think our cause and effort is worthy of their patronage. Again we thank you.

AN APPRECIATION AND A CHALLENGE.

(With the kind permission of our Carnival Queen).

WE think it is only fair that there should be a few words said on behalf of the six candidates who were left out when the Queen and the Ladies-in-Waiting were selected. They were equally as pretty as those who were successful, and had it not been for them there would have been no competition.

There are a great many pretty girls in Uttoxeter, but they lack that which is more important than beauty—that is courage—which is most essential in every walk of life. So we think the "Uttoxeter Carnival Eleven" are to be greatly admired for entering, and when the Carnival is over, our Carnival Queen, her Ladies-in-Waiting, together with the six unsuccessful candidates intend forming a Football Team, and wish to be known as the "First Carnival Eleven." They earnestly desire to play the first match against the "Spadgers." If by chance they should be beaten, which we don't suppose for a moment, they would take defeat as bravely as their six friends took it, on that eventful evening of April 6th, 1934.

HORRORS!

IT was night.
In the darkness
A thousand people surrounded
them:
The air was thick with smoke,
They sat clasped together
Before their gaze
A man was being burned to death.

They were afraid.
At first he had been calm—
Now sweat stood out on his forehead;
She was terrified and sobbed
Continually,
The people around were unmoved
By their anguish.

He tried to move
But could not—
She had fainted.
The fire burned low
The burning man was dead.
The lights came on——
And the picture ended.

OPPORTUNITIES.

OPPORTUNITIES do not come with their values stamped upon them. Every one must be challenged. A day dawns like other days; in it a single hour comes, quite like other hours; but in that day and in that hour the chance of a lifetime faces us. To face every opportunity of life thoughtfully and ask its meaning bravely and earnestly is the only way to meet the supreme opportunities when they come whether open-faced or disguised.

MALTBIE BABCOCK.

Telephone - - 32.

BYATT & SON

Family Grocers

for

GROCERIES and PROVISIONS,
WINES and SPIRITS

of the Highest Quality and Best Value at all times.

33, HIGH STREET, UTTOXETER.

KELLY, UTTOXETER, FOR PRINTING.

Do you look like a Concertina when you are dressed up?

—then for goodness' sake go to **WILKS'** for one (or more) of their

50/- Suits.

You won't know yourself . . . you'll be a man amongst men . . . immaculate, bursting with confidence and pride.

Why spend more when you can be "suited" for less?

E. S. Wilks & Son,

MARKET PLACE, UTTOXETER.

DON'T FORGET—Every Suit is Tailored for you.

What to do with the Brewery.

Many suggestions offered to Local Council.

THE chief topic of conversation in the Town at present is what to do with the Brewery. Our local Urban District Council have debated this problem into the early hours of the morning and have then gone home—nothing doing. Meetings have been held by all classes and communities to help in deciding this very great problem but still the old Brewery remains as a land-mark for aeroplanes, a garage for the Ambulance and a memory of bygone days. It is to be observed that numbers of the older inhabitants often give a sigh when passing this edifice.

It is our endeavour to assist to solve this most difficult difficulty and for this purpose one of our representatives has made searching enquiries into the problem : What is Uttoxeter lacking ? What does Uttoxeter want ?

The first suggestion to turn it into a Greyhound Racing Track, or a Dirt Track, is decidedly off, for although we have plenty of dogs in the town they are not of the Greyhound type and we have no dirt except in certain streets on a Sunday morning. The possibility of turning it into an air-port on the Manchester to London airway is not to be despised, unfortunately, however, the Parish Church is in a direct line and it might prove too costly to the scheme to have to remove the Church. A further suggestion was to turn it into a local Museum and Zoological Gardens, we are now at last getting warmer as we have plenty of museum pieces wanting a home and Zoological specimens are by no means scarce. There is also a lack of Football grounds in or near the Town and as we understand the Amateurs Football Team are applying for admission to the 3rd Division of the Football League it would no doubt be an excellent idea to convert it into a first class Football Ground.

Still seeking enlightenment, we find a school of thought favours including a number of less desirable business premises in High Street in with the Slum Clearance scheme and rebuilding our main shopping centre 50 yards back, this is not a bad idea if the C.C. will find the necessary.

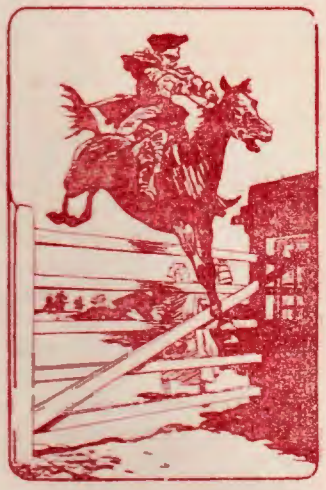
Many suggestions are still coming in up to the time of going to press, one in every two favours a Motor Park, one in three favours a Market Hall, others plump for a new Town Hall, a Dance Hall, a Skating Rink and various other suggestions which we hesitate to mention.

For our own opinion we offer, free, gratis, the suggestion that the whole of the property should be pulled down and in fact everything removed from the site and the whole turned into a Park with a portion for a kiddies' playground, somewhere where the weary can find a few moments rest from the toils of the work-a-day world and somewhere for keeping the children off the streets and so help reduce the slaughter of the roads.

Think it over, dear readers, and write to your favourite Councillor for his support. Future generations will rise and thank you.

I'm heading for the last Round-up - - -

DIVI-DAY



CO-OPERATION MEANS ACCUMULATION
—— ANDb EVERY MITE MEANS MIGHT. ——

Even Dick Turpin was in the Co-op and hit the Trail for the Great Divide—Divi-day.

You can buy everything at the **CO-OP.**, from Crockery to Corsets.

THE HAVEN OF REFUGE FOR NEWLY-WEDS.

EVERY TIME YOU SPEND—
YOU SAVE!

The rate of Exchange is in the Housewife's favour—
Every £1 is worth £1-2-2
at

Derby Co-operative Society

Carter Street, Uttoxeter.

Have you never played Golf?

THEN TRY THE

CARNIVAL GOLF COMPETITIONS

— AT THE —

Uttoxeter Golf Club——Bramshall.

THURSDAY, 14th JUNE—

Competitions from 2-30 p.m. until dusk for
Ladies and Gentlemen. Open to all.

NOVICES DRIVING! APPROACHING! PUTTING!

CLOCK GOLF!

Come and Play on the *Carnival Miniature Golf Course.*

SPECIALLY PREPARED FOR THIS OCCASION.

CLUBS and BALLS will be provided. HANDSOME PRIZES will be awarded.
Admission to each Event - - THREEPENCE.

SATURDAY, 9th JUNE, from 2-30 p.m.—

Open Bogey Competitions for Ladies & Gentlemen.

ALL GOLFERS ARE INVITED.

Entrance Fee - - - - ONE SHILLING.

ADMISSION TO THE COURSE FOR SPECTATORS IS **FREE.**

On Both Days TEAS will be provided at the CLUB HOUSE,
PRICES - - 6d. AND 1/-.

ECKERSLEY BROTHERS,

Coal and Coke Factors,
Gas Coal Contractors,

UTTOXETER.

To those about to be Married—

Get your RING from

ALLPORTS

And watch their **CLOCKS**. *They're just what you need in your New Home.*

YOUR EYES—DO THEY DECEIVE YOU ?

DO YOU KISS THE MAID "GOOD NIGHT" AND GIVE YOUR WIFE A WEEK'S NOTICE ?

IF SO, YOU WANT YOUR EYES TESTING (We may be wrong, though !).

S. T. ALLPORT (Qualified Optician), will advise you.

W. B. ALLPORT & SONS, Market Place, Uttoxeter.

UTTOXETER CHAMBER OF TRADE.

Racing Expert entertained at Monthly Dinner.

CAPTAIN CUTTLE

THE monthly dinner of the Uttoxeter Chamber of Trade was held at Elkes' Cafe, last Wednesday evening, when the paying-guest of honour was Captain Cuttle of the Racing Echo. After the usual seven course-dinner (which was kindly given by the treasurer), the President introduced Captain Cuttle as the finest racing tipster in the country. They (the Chamber) were very fortunate, he said, in having such a distinguished guest (cries of Hear, Hear), and he felt sure the members would appreciate the wonderful opportunity of receiving information—"straight from the horses' mouth"—as it were. (Laughter and tremendous cheering).

After being duly sworn-in, Captain Cuttle, who was wearing a black suit of Harris Tweed, addressed the meeting on "Beating the Bookmaker at his own game" illustrated by lantern slides. His talk, which was given in a racy manner, was of particular interest to many of the members and held the whole company spell-bound from start to finish. One or two gentlemen present were seen to be making copious notes as the Captain spoke ; these are, no doubt, students of the turf.

Everything is a game of chance," Captain Cuttle ended by saying. "A man who gambles is no good and a man who does not gamble is no better : even the little lambs gambol on the turf."

Mr. P. Dagger, the silent tenor, then feelingly rendered the song "Let the dog see the rabbit," after which the Chamber gave three cheers for the Captain and sang in unison "For he's a jolly good fellow."

The President thanked everyone for their kind attention, and the meeting closed with the hymn, "Within this sacred Chamber," by *Mozart*.

Subscriptions are now due and are payable to the Treasurer.

Will the member who left the old umbrella and took the new one belonging to J.F. kindly return it at once otherwise proceedings will be commenced in the County Court.

Kindly note the sweepstake to provide money for a gold watch for the retiring secretary has been cancelled.

Monthly Trade Bulletin.—Further outlook unsettled. The deep concussion is slowly spreading northward, and the chances are 2—1 that we shall get it in the neck !

Club Ties are on sale at 2/6 each.

"IT IS THE *CUT* THAT COUNTS."

BEETHOVEN never composed a Symphony by the hour, neither did Carlyle write a book with an eye on the clock; that is why their works will outlive time.

A WELL Tailored Suit, like the work of an artist, carries with it the Hall-mark of Distinction, and it is the cut by the craftsman that tells its own tale when the suit is worn.

THE Best is alone good enough; but mass-production clothing is inevitably second-best, and not good enough for the connoiseur. We offer nothing but the best in Cloth, in Choice, in Workmanship and in Finish.

PERRY & WEBB,

Ladies' and Gentlemen's Tailors,

THE SQUARE, UTTOXETER.

GIRLS! Are you on the shelf?

Then let MILADY WAVE YOUR HAIR and your future's assured!

WAVES THAT MAKE SAILORS FEEL SICK.
WAVES THAT SEND THE ETHER DIZZY.

THEY ARE YOURS AT

MILADY HAIRDRESSER,

High Street, Uttoxeter.

LOOK YOUR BEST AT THE CARNIVAL DANCE—AND AFTERWARDS.

Roll up! Bowl up!!

Whether you try "finger bias" or "thumb bias" you cannot be biassed against a good cause.

Don't be "Short"!!
Better be "Merry"!

Winner holds Cup for 1 year,
and First Prize value - £1.
Second Prize „ 10/-
Third & Fourth „ 5/- each.
AND OTHER PRIZES.

OPEN BOWLING HANDICAP

for Uttoxeter Hospital Challenge Cup,

MESSRS.

BAMFORDS' CLUB GREEN
SATURDAY, JUNE 9th.

ENTRANCE FEE 1/- All proceeds for Carnival funds.

GRATEFUL Thanks are extended to our Advertisers by whose assistance and co-operation it was possible to publish this Rag Mag and Programme. In this appreciation we must include again those of our business friends who chose a donation in preference to advertising.

We trust that you on you part will show appreciation by loyally supporting to the best of your ability the advertisers and subscribers. The Members of the Uttoxeter Chamber of Trade have made a great effort by Window Displays to show their commodities to the very best advantage, and after inspecting the windows, do your duty, step inside and make your purchase. We challenge any town similar in size to Uttoxeter to offer the public better choice, a wider range, or more favourable prices than the displays in our town. May we also thank those who in their displays combine an article to which is attached a number, this number corresponds to a programme number, so get busy to find the corresponding number on your programme, there is a free gift awaiting you.

Owing to this Rag Mag and Programme having to go to press some three weeks before the Carnival it is regretted that it cannot be exhaustive.

Full particulars of events not yet complete in detail will be announced later.

COMPLETE PROGRAMME OF THE GRAND PROCESSION WILL BE ON SALE ON FRIDAY, JUNE 22nd.

"Come over on the Sunny Side"

OF THE TOWN AND BUILD YOUR HOUSE.

HAVING seen all the other building sites that are available in the district and not being satisfied you may have deferred or given up the idea of building yourself a modern and up-to-date house.

You have now the opportunity of obtaining a Site on the most pleasantly situated Estate in the district, with all facilities at hand.

HAWTHORNDEN MANOR

. . . ESTATE . . .

is available in Plots and Prices to suit purchasers whether you contemplate building

THIS YEAR,——NEXT YEAR——SOMETIME.

GET YOUR LAND WHILE THE BEST PLOTS ARE AVAILABLE.

FULL PARTICULARS FROM :—

F. S. HAWTHORN & SON,

SOLICITORS.

MARKET PLACE, UTTOXETER.

UTTOXETER MYSTERY.

LOCH NESS MONSTER SEEN IN RIVER DOVE.

Farmer's Graphic Story.

ON Tuesday evening last, Mr. Septimus Popcorn, a well-known local farmer, was walking from Doveridge to Uttoxeter across the fields. As he approached Dove Bridge his attention was drawn to the river by curious sounds. He described it to a "Rag-Mag" reporter as "an unusual splashing sound like an elephant having a bath," and when he rushed to the spot he saw distinctly a long, black, shiny, wriggly, greasy, eel-like monster which, affirms Mr. Popcorn, winked at him deliberately and then plunged beneath the surface of the water.

With great presence of mind he attempted to lure it to the surface again by throwing several dog biscuits into the river, but the monster refused to bite.

Mr. Popcorn hurried to Uttoxeter and gave the alarm, but though the police, fire-brigade, and several members of the Council turned out, there was nothing to be seen, and the intrepid adventurers returned home empty-handed.

A fund has been started to compensate Mr. Popcorn for the loss of his dog-biscuits. All donations should be addressed to "The Editor, Rag-Mag, Uttoxeter."

PRIZE DRAW.

Morris Ten Saloon—De Luxe Model,

VALUE - £175.

Tickets are obtainable from the Stewards in charge of the Car which will be on view at all Carnival Events.

TICKETS - - ONE SHILLING EACH.

The Draw will take place at the RAG DANCE on Saturday night, June 23rd, and will be made by the Queen of the Carnival.
Approx. time - - 10 o'clock.

Buy your Ticket NOW and drive the Car home.

A PALACE OF PENCE!

YOUR Home is your Palace, and the cost of it, if spread over Twenty Years or so, with the aid of the "LEEK AND MOORLANDS" can almost be reckoned in Pence per week.

THIRTY-SEVEN PENNIES PER WEEK is actually all you have to pay for each hundred pounds loaned you by the Society—and in just over 20 years the property is yours and your heirs' for ever.

LEEK & MOORLANDS

THE LARGEST STAFFORDSHIRE BUILDING SOCIETY

Write, or Call for out Booklet which explains how easily you can own your own home.

LOCAL AGENTS—

F. S. Hawthorn & Son, Market Place, Uttoxeter.

Should! Could!! Would!!

YOU SHOULD BE HAPPY

at the Uttoxeter Hospital Carnival.

YOU COULD BE HAPPY

living in one of our beautiful homes.

YOU WOULD BE HAPPY

if you placed your work in the hands of

BEDDOES & O'DAIR,

Building Contractors,

TEAN.

(Six miles from Uttoxeter)

OUR HOUSE . . .

IS A NICE HOUSE

Why?

Built by Ward & Godbehere, that's why.

W. & G.'s PEDIGREE BRICKLAYERS,
CHAMPION STRAIN JOINERS *and*
PRIZE BRED PLUMBERS

can

Build that house of your dreams for you.

WARD & GODBEHERE

UTTOXETER.

Uncle Archie's Children's Corner.

UNCLE ARCHIE.

DEAR NIECES & NEPHEWS,

Hello! Here we are again: A Happy New Year to you all! A Merry Xmas when it comes.

Yours to a cinder,
UNCLE ARCHIE.

P.S.—Don't forget the Carnival.

Riddle.

What is the difference between a dead bee and a sick elephant?

One is a seedy beast and the other is a bee deceased.

* * *

Tricks.

Go to your Mother and ask her for a piece of her cut glass dinner-service. Then bet her 10/- you'll make it disappear. When she gives you the money throw the cut-glass through the window.

If your Mother is annoyed, give her the 10/- back again.

* * *

Take a piece of rope and tie all the front door-knobs together in your street. Then get one of your friends to knock hard on everybody's door and watch what happens.

Ride him, Cowboy!

* * *

Competition No. 1.

A prize of 5/- will be awarded to the first boy or girl who sends to the Editor's Office more than four words from the letters forming the word Z O O.

The words must appear in the Oxford Dictionary.

* * *

Competition No. 2.

A prize of 2/6 will be given to the best limerick with the first line reading:

"There was a young man of Uttoxeter."

Editor's decision must be accepted as final.

Limerick.

There was young man of Siberia,
Who of fasting grew wearier and wearier,
At length, with a yell
He burst from his cell
And ate up his Father Superior.

* * *

Do you Collect Cigarette Cards?

If so, I should be obliged if any of my nieces and nephews who have Number 36 in the Film Star series would kindly send it to me as I am one short of the set.

* * *

Joke!

Jackie: "Mum, why has Daddy no hair on his head?"

Mother: "Because he thinks a lot, my dear.

Jackie: "Well why have you such a lot?"

Mother: "Get on with your tea!"

* * *

This Week's French Lesson.

Translate: "Dieu et mon droit."

Postman: "Here is a letter for you, Pat; with a black border, too!"

Pat: "Alas! my poor brother is dead,"

"How do you know? You haven't read it yet."

"No, but I know his handwriting."

* * *

Bus Conductor: "Has any lady or gentleman in the bus dropped a bundle of pound notes with a rubber band around them?"

Forty Different Voices: "I did."

Conductor: "Well, I've just found the rubber band."

ARE YOU STILL

'Mucking about the Garden'

TRYING TO MAKE IT LOOK LIKE THE EIGHTH WONDER OF THE WORLD?

Call in Harris's—they'll make your Desert Smile.

THEY SPECIALISE IN GARDEN FURNITURE.

If your Sparrows need Bathing, Harris's will do it for you. Shower Baths, Hot and Cold Water, Lily-ponds, Deck Chairs and Furniture suitable for any Birds that may visit you.

G. & A. HARRIS

HIGH STREET AND MARKET PLACE
UTTOXETER

THE OLD FIRM ARE STILL CALLING

"COFFEE"!

When the Company call, give 'em Coffee. If your Mother-in-law wants the money you owe her, give her Coffee.

COFFEE—THE DRINK OF PEACE FOR ALL OCCASIONS

And the best comes from—

Wm. WOOD (The Old Firm)

High St. :: Uttoxeter.

Why Corns leave home!

because the tortured are shod with Shoes from

SALTER & SALTER

They squeak not, neither do they give you the pip; you'll never have a ripping time in Salters' Shoes. The "Order of the Boot" is never a matter of concern at

Market Place **SALTERS** Uttoxeter

FOR BARGAINS.

OUR MOTHERS' & DAUGHTERS' PAGE.

"MASTER UTTOXETER."

The Winner of the RAG-MAG BABY COMPETITION.

★ Unfortunately we have lost the Name and Address of the Winner's parents.

★ Anyone claiming the baby, write to EDITOR, RAG-MAG, Uttoxeter.

★ All claims will be dealt with in strict rotation.

★ Editor's decision final.

"Do not trust him Gentle Maiden."

Send your Troubles and Problems to Martha Kuddle.

Sweetheart who is Nervous.

Dear Mrs. Kuddle—I am going out with a young man who I think loves me veery much. He has squeezed my hand in the pictures and we have taken a few walks together, but he always seems too nervous to kiss me or speak of love. Once we stopped at a gate during a walk, but after a few minutes he said he had something in his eye, and we moved on. How shall I cure his nervousness, for I believe it is that which is keeping our thoughts unspoken?—Perplexed.

You must give your young man a shock. Tell him you have another lover, or that you are going to die shortly, through being starved. If he says "Starved of what," tell him "love." Do something drastic occasionally; stick a pin in him; kick him in the pants.

Lover's Sudden Silence.

Dear Mrs. Kuddle—For several weeks now I have been keeping company with a young bank clerk. We became very attached to one another and he repeatedly told me he loved me—a month ago he was transferred to another branch, and he has failed to write to me since. Do you think he has grown tired of me, or do you think perhaps he is working late every night and therefore too busy to write?—Heartbroken.

Your lover has lost his balance. Write him off as a bad debt and open a fresh account at another bank. Watch the interest they pay you!

Problem from a Young Man.

Dear Mrs Kuddle—For some weeks now I have been attempting to unburden my self to an experienced person, and at least I am writing to you. I feel I am in a ghastly postition; I am twenty-four, and as yet, no woman has crossed the virgin threshold of my heart, but as I took the collection at Church one Sunday, I felt a strange emotion stirring within my breast as I perceived a girl on the back row drop a coin into my box. Can this be love?—Bewildered Sidesman.

At last! At last!—you have found me! It was I who dropped that tiny coin in your box. It was I who caused that emotion to overwhelm you. I am a widow; the mite I gave to the box; my heart I give to you, for richer or poorer.—*Martha.*

A VERY GENEROUS MAN GOES TO THE CARNIVAL ——

MILK PROBLEM SOLVED.

FARMERS' PARADISE ASSURED IN FUTURE.

Professor Gizard's Scheme.

IT was revealed yesterday that Professor Gizard, the well-known authority on guinea pig breeding and leg theory, has at last invented a plan which will solve the milk problem.

For several days, Mr. Samuel Eifer, our agricultural correspondent, has been endeavouring to interview the great scientist, but it was not until four o'clock yesterday afternoon that he managed to dodge into the house behind the coal man.

"We are on the threshold of a new era," the Professor remarked, "The old order is changing, yielding place to new" and the milky way will soon be an established fact. My scheme will revolutionise farming and turn the industry from a mucky pastime to a black-coated profession. There is no reason at all, he added, why every farm of the future should not possess its office boy and shorthand typist. The professor then went on to outline the scheme at length.

The Scheme—

Every farm will be equipped with a specially made milking and "distributing shed" the roof of which will contain thous- of pipes and a powerful suction plant. Twice a day, the dairy cows will enter the stalls while suitable music is played on a radio-gram (part of the equipment). When the milking operations have been carried out by the suction apparatus, the milk will be automatically deposited in the roof-pipes and will be ready cooled and skimmed for the consumer.

In every house in the towns and villages around the particular farm, an instrument will be installed in the kitchen which will supply milk to the house by the penny-in-the-slot method, thus cutting out the distributing charges on fresh milk.

This will be a great blow to the Dairies.

A Demonstration—

Towards the end of the interview, Professor Gizard gave a demonstration of how his ingenious plan worked in practice. He took Mr. Eifer to his kitchen and placed a penny in a curiously shaped instrument, holding a tumbler in his hand under the "distributor." He then pressed a knob marked "Button A," but unfortunately nothing happended. The Professor, however, was not in the least perturbed, and explained that the milk line was engaged. To deal with occasions such as this he proposed to manufacture a de luxe model with a "Button B" so that pennies could be returned if the milk line was engaged.

After a three minute wait, the machine worked admirably, and the milk which flowed from the tap was quite white.

It is safe to prophesy that the scheme will be a wonderful aid to the farmers.

Professor Gizard was uncertain as to his future plans, but he said that he was willing to sell all his Dairy Shares, and also part of his guinea pig farm.

We are not Stretching it

when we say—

"STRETCH'S MINERAL WATERS ARE THE FINEST WE EVER TASTED. THEIR BOTTLED BEER FILLS YOU FULL OF 'PEP'."

You're sure to be thirsty after the Carnival . . .
what'll you have?——ONE OF

Wm. STRETCH, Ltd., Uttoxeter,

SPLENDID MOUTH WASH AND GARGLE. THEIR BEER MAKES YOUR BREATH SMELL REFRESHING.

The House of Ward——*the Mecca of the Radio Optimist.*

NO ONE LEAVES SAM'S 'UMBLE 'OME DISSATISFIED—HE GIVES YOU PERSONAL ATTENTION AND ADVICE.

What about a Cycling Holiday on a "Hercules"——NOTHING BETTER! NOTHING CHEAPER. Get one on Easy Terms—Everybody's doing it. Your Bike won't be worn out when you've paid your money—**they're guaranteed 50 years.**

£3 - 19 - 9

WARDS for Wireless, 34, High Street, UTTOXETER (opp. Town Hall)

IN MERRY MOOD.

MRS. JONES was spending a day in bed with a bad cough, and her husband was working in the garden, hammering nails in some wood.

Presently his neighbour looked over the fence. "How's the wife,?" he asked.

"Not well," Jones told him.

"Is that her coughin' ? "

"No you fathead., it's a new henhouse."

* * *

"Shall we have a friendly game of cards ?"
"No ; let's play bridge."

* * *

A servant girl bought a ticket in a big lottery, and insisted on having the ticket numbered 51. It turned out to be the winning number, and she received £3,000. A reported called upon her, and asked : "Why did you especially want ticket No. 51 ? "

"Well," she said, "for seven nights I dreamed of number seven, and seven sevens are 51, so I bought the ticket ! "

* * *

As the parting instructions were being given to the new traveller the boss said : "Well, good luck to you, my boy. Any important items wire us without delay."

Following day wire arrived : "Arrived here safely. Got a lovely room with bath. Feeling fine."

The manager wired back : "So glad. Remember to air your nightie. Love and kisses."

* * *

Mrs. Harris : "I'm sorry for yer, 'avin' a 'usband that's everlastin' singin'. My old man sings about once a year."

Her neighbour : "In 'is bath, I suppose ?

* * *

"Mither, can I hae sixpence to gang to the pictures ? "

"No, ye canna ; ye can hae a bit gorgonzola cheese for supper, an' that'll gie ye the nightmare, which is just as excitin' as ony picture."

"I've sold everything out of that room," said the helper at the jumble sale, proudly.

"Oh, dear ! " cried the vicar's wife ; "that was the cloak-room."

* * *

" You're not lookin' too 'appy, Mrs. 'Arris.'

" No Mrs. Bilge. It's this uncertain weather. One day it's 'ot and the next it's cold—you never knows wot to pawn."

* * *

The master of ceremonies, after a flowery speech at a banquet, exclaimed : "Gentlemen, the toast is 'The Ladies,' bless them ; and, after all, they are the sweets of life ! "

A handsome bachelor rose to support the toast. "Gentlemen," he said, "the ladies are the sweets of life. One half of them are acid drops and the other half humbugs."

* * *

She had parked her car in front of a fire hydrant for two hours. A policeman was waiting for her.

"I've waited for you for hours—what's your name ? " he demanded.

"It wouldn't do you any good if I told you," she replied. "You look a nice boy, but my husband is about twice your size and very jealous."

* * *

A surgeon was giving clinical instruction to a class of students. The young men accompanied him round the wards. The surgeon halted by the bedside of a doubtful case.

"Now," he said, "is this, or is this not, a case for operation ? "

The dozen students made their diagnosis and each decided it was not a case for operation.

"You are all wrong," said the surgeon. "I shall operate to-morrow."

"No, you won't," said the patient. "Twelve to one is a good majority. Give me my clothes."

WHY KILL YOUR WIFE WITH WASHING ?

Let Imperial Laundries do it for you !

Do you suffer from Monday morning "Blues"?

SEND 'EM TO THE LAUNDRY.

They'll wash your Troubles away——and you'll be able to recognise your Clothes when they come back.

THEY SOAK THE CLOTHES WITHOUT SOAKING THE CUSTOMER.

The Imperial will make everything clean except your Conscience—and that won't wash.

IMPERIAL QUEEN'S LAUNDRY, LTD.,

UTTOXETER.

The Van will call at your door—for the Washing.

CARNIVAL SWIMMING GALA

. . . and . . .

AQUATIC SPORTS.

(Under A.S.A. Rules)

THURSDAY, JUNE 28th, at 6-30 p.m., in the OPEN-AIR BATH.

ADMISSION TO GROUND, Adults 6d., Children 3d., Enclosure 3d. extra.

Entries to be made to the Hon. Secretary—R. E. Job, Lloyds Bank, Ltd., Uttoxeter.

PROGRAMME AND EVENTS.

1.—SCHOOL CHILDREN (not exceeding 12 years of age)
Across the Bath and back.

2.—SCHOOL CHILDREN (not exceeding 14 years of age)
One length of Bath.

3.—LADIES (open). One length of Bath.

4.—JUNIOR HANDICAP (not exceeding 16 years of age)
One length of the Bath for the "Miller" Challenge Cup.
First Prize—Challenge Cup and Miniature.

5.—TWO LENGTHS RACE (Senior)
For the "Bagshaw" Challenge Cup.
First Prize—Challenge Cup and Miniature.

6.—SQUADRON RACE (Elementary School Children)
For the "Elkes" Challenge Shield and Medals.

7.—CORK BOBBING COMPETITION (open).

8.—SPRING BOARD DIVE.

9.—DIVING COMPETITION (open)
Best of three dives for "Mellor" Challenge Cup.
First Prize—Challenge Cup and Miniature.

10.—BALLOON RACE (open).

11.—PILLOW FIGHT.

12.—BACK STROKE RACE (scratch). One length of Bath.

13.—OBSTACLE RACE. Two lengths of Bath.

14.—DUCK CATCHING COMPETITION (open only to entrants in other races).

SPECIAL ATTRACTIONS :—

EXHIBITION DISPLAY BY BOB LEIVERS (1932 Olympic Representative).
DIVING DISPLAY BY ERNEST JONES.
EXHIBITION BY JOE BURGESS.

Owing to the difficulty of making arrangements for the above in Carnival Week, it has of necessity had to be transferred to the following week. By this time we hope you will have somewhat recovered from the Carnival Festivities, and will roll up in big numbers to witness this great event.

THE

POTTERIES

MOTOR TRACTION COMPANY, Ltd.

PASSENGER SERVICES FOR

RELIABILITY, PUNCTUALITY & COMFORT.

FREQUENT SERVICES **DAILY** from Uttoxeter to—

STRAMSHALL, ROCESTER, ALTON, DENSTONE, DRAYCOTT, CHEADLE, TEAN, BLYTHE BRIDGE, LONGTON, HATTON, DERBY & HANLEY.

MARKET SERVICES ON **WEDNESDAYS** between Uttoxeter and ABBOTS BROMLEY, BROMLEY WOOD, NEWBOROUGH, & YOXALL.

PARCELS AND PACKAGES CONVEYED AT REASONABLE RATES.

GENERAL OFFICES,
BUTLER STREET, STOKE-ON-TRENT. **Tel 4241.**

J. LINDSAY WOOD,
General Manager.

FOR FULL REPORT OF THE

UTTOXETER CARNIVAL

see

The Uttoxeter Advertiser.

THE PAPER FOR LOCAL PEOPLE.

ONLY PAPER PUBLISHED IN THE EXTENSIVE UTTOXETER DISTRICT.

UTTOXETER

Hospital Carnival Walk,

Under the auspices of the

BURTON-ON-TRENT WALKING CLUB and UTTOXETER CYCLING CLUB.

First Annual OPEN ROAD WALK

of 20 miles,

Saturday, June 30th, 1934.

Prizes value **£26** and Silver Challenge Cup.

Individual Team & Novices' Race. Local Novices' distance 7 miles.

ALL ENQUIRIES TO HON. SECRETARIES :—

JAMES FRYER, Derby Rd., Uttoxeter. R. E. PREECE, 23, Blackpool St., Burton-on-Trent.

SPECIAL ENGAGEMENT OF

The famous FODENS' BAND

(Crystal Palace Winners, 1930—1932—1933).

ONE CONCERT ONLY, ON THE RACECOURSE,

Thursday, June 7th, at 7-30 p.m.

Inclusive admission to Ground and Stands, 6d. Children half-price.

It is on very rare occasions that this famous Band have special engagements of this nature. An excellent programme is promised. DON'T MISS THIS GREAT EVENT !

Open American Mixed Doubles Tennis Tournament,

ON OLDFIELDS GROUND TENNIS COURTS,

Saturday, July 21st, commencing at 2 p.m.

Entrance Fee, 2/6. Excellent Prizes.

ACKNOWLEDGEMENTS AND THANKS.

OUR GRATEFUL THANKS AND APPRECIATION ARE DUE TO—

MISS A. BECK, Divisional Commissioner of Uttoxeter and District Girl Guides Association and to the OFFICERS AND GUIDES OF THE VARIOUS LOCAL COMPANIES for the very able manner in which they have raised 1,000 feet of pennies on behalf of our funds.

Those who so ably assisted in the efforts prior to the Carnival. We mention especially the WOMEN'S INSTITUTE and the LOCAL COMMITTEE OF THE DERBYSHIRE WOMEN'S HOSPITAL who were untiring in their efforts, also the UTTOXETER AMATEUR PLAYERS who so ably presented the first production for the benefit of the funds.

The many smaller efforts are none the less greatly appreciated and duly acknowledged. The total sum raised by these various efforts was approximately £150.

THE UTTOXETER URBAN DISTRICT COUNCIL for the assistance given in the hire of the Large Hall in the Town Hall for various Carnival Events and in the hire of rooms for Committee work.

THE WALSALL CARNIVAL AND FETE COMMITTEE per Mr. W. R. Grice, Hon. General Secretary for the loan of block on page 44.

TRAFFIC ARRANGEMENTS.

The London, Midland and Scottish Railway Co. have arranged to provide cheap tickets from all stations within a radius of 50 miles. For times and particulars ask at your nearest Station.

The Potteries Motor Traction Company, Ltd.
Slater's Bus Service
Trent Motor Traction Co., Ltd.
Green Bus Service
Yellow Bus Service

and all services running into Uttoxeter will provide adequate facilities for passengers both to and from the Carnival. In connection with the Dances to be held on Thursday, 21st, and Saturday, 23rd June, special TRENT Buses will leave at 1 a.m. and 12 midnight respectively for Ashbourne and points en route.

FULL PARTICULARS FROM YOUR LOCAL SERVICE.

FREE CAR PARK for Private Buses, Motors and Cycles on the Race Course.

The Committee will not be held responsible for loss or damage while so parked.

UTTOXETER AND DISTRICT
St. JOHN'S AMBULANCE CORPS

have kindly consented to provide detachments along the route of the Procession and in addition a station will be provided on the Racecourse on Saturday, June 16th and on Saturday, June 23rd.

Please make a note of next year's

CARNIVAL WEEK - 1935,

SATURDAY, JUNE 15th
(Crowning Ceremony)

to SATURDAY, JUNE 22nd
(Grand Procession).

THE FARMER HOMEWARD PLODS HIS WEARY WAY

But not if he has used a BAMFORD MACHINE.

They make Farming a Pleasure!

Brothers of the Soil—let's go

BACK TO THE LAND

And on our way—take a

BAMFORD Machine with us—sez thou?

The Local Machines and Engines of World-wide Fame.

BAMFORDS Ltd. Agricultural Engineers to His Majesty King George V. UTTOXETER

FURNISH YOUR HOME
WITH GAS

Whether you are planning a new home, or remodelling your old home, see that at the outset it is adequately furnished with Heat. For the sake of future health, comfort and economy make certain that gas is laid on. Let gas be brought to the right points in your kitchen for the cooker, the water heater, the refrigerator, the incinerator, the copper and the iron. Have it taken right up to every fireplace where, through the gas fire, it will give you sun-like warmth.

The UTTOXETER GAS WORKS, Ltd.

Showroom at the* GASWORKS. *Tel. No. 14.